

Convertible Event Center									
COMPONENTS		Capacity	Square Feet	Daily Rental Rates		Non-profit	For-profit		
Total			80,000	4,000 seats		\$2,000	\$4,000		
Event Capacity		4,000		2,000 seats		\$1,000	\$2,000		
Performing Arts Capacity		2,000		(rehearsal day rents are 50% of performance day rents)					
ACTIVITY PROFILE		Event Days	Prep Days	Total	%Sold	Attendance	Ave Tix	Gross	Rental Income
Presented Concerts		30	6	36	66%	79,200	\$40	\$3,168,000	
Presented Family Shows		30	6	36	66%	79,200	\$30	\$2,376,000	
ADF Rentals		25	20	45	66%	33,000	\$25	\$825,000	\$70,000
Performing Arts Rentals		30	15	45	66%	39,600	\$30	\$1,188,000	\$75,000
Commercial Event Rentals		5	1	6	66%	13,200	\$40	\$528,000	\$22,000
Commercial Rentals		5	1	6	66%	6,600	\$40	\$264,000	\$11,000
Corporate Event Rentals		5	1	6	66%	13,200		\$-	\$22,000
Corporate Rentals		5	1	6	66%	6,600		\$-	\$11,000
Total		135	51	186		270,600		\$8,349,000	\$211,000

# EARNED REVENUES

		Ticket Sales	Sponsor/Event	Sponsorship	Total Revenues	
Presenting Revenues	Presented Concerts	\$3,168,000	\$5,000	\$150,000	\$3,318,000	
	Presented Family Shows	\$2,376,000	\$5,000	\$150,000	\$2,526,000	\$5,844,000
Event Rentals	Non-profit Rentals				\$145,000	
	For-profit Rentals				\$66,000	\$211,000
Concessions	Presented Events	Net/Attender \$1.50	Frequency 100%		\$237,600	
	Rental Events	\$0.75	60%		\$41,580	\$279,180
User Fees	Ticket Office	Gross Revenues	% of Gross			
	Non-profit Rentals	\$2,013,000	4%	\$80,520		
	For-profit Rentals	\$792,000	4%	\$31,680	\$112,200	
	Technical Labor	Charge/Use Day	Use Days			
	Non-profit Rentals	\$800	90	\$72,000		
	For-profit Rentals	\$800	12	\$9,600	\$81,600	
	Equipment Rental	Charge/Use Day	Use Days			
	Non-profit Rentals	\$600	90	\$54,000		
	For-profit Rentals	\$1,200	12	\$14,400	\$68,400	
	Security & Cleaning	Charge/Performance	Event Days			
	Non-profit Rentals	\$400	5	\$2,000		
	For-profit Rentals	\$800	10	\$8,000	\$10,000	\$272,200
		% of Gross	Frequency			
		5%	80%			\$333,960
Ticket Surcharge						\$333,960
Total Earned Revenues						\$6,940,340

# OPERATING EXPENSES

		% of Presenting Revenues			
Presenting Expenses	Presented Concerts	60%		\$1,990,800	
	Presented Family Shows	65%		\$1,641,900	\$3,632,700
Administration	Personnel			\$450,000	
	Insurance and Bonding			\$125,000	
	Institutional Promotion			\$25,000	
	Printing & Publications			\$10,000	
	Office Equipment/Systems			\$45,000	
	Office Supplies/Services			\$85,000	
	Legal/Accounting/Professional Services/Temp Hire			\$45,000	
	Travel and Conferences			\$25,000	
	Entertainment, Receptions, Events			\$30,000	
	Dues, Memberships & Membership Development			\$50,000	
	Professional Development/Recruiting			\$25,000	
	Telephone			\$90,000	\$1,005,000
Ticket Office	Personnel			\$80,000	
	Network Maintenance			\$30,000	
	Miscellaneous			\$10,000	
		Cost/Attender			
	Postage	\$0.20		\$54,120	
	Ticket Printing	\$0.02		\$5,412	
	Supplies	\$0.04		\$10,824	
	Credit Card Fees	\$0.50		\$135,300	
Facility Operations	Ticketing Service (net)	\$0.03		\$8,118	\$333,774
	Personnel			\$350,000	
		Cost/Event Day	Event Days		
	Stage Hands	\$800	135	\$108,000	
	Event Security	\$250	135	\$33,750	
	Event Cleaning	\$250	135	\$33,750	
	House Staff	\$200	135	\$27,000	
		Cost/sf	SF		
	Utilities	\$1.50	80,000	\$120,000	
	Repairs and Maintenance	\$0.40	80,000	\$32,000	
	Service Contracts	\$0.25	80,000	\$20,000	
	Equipment R&M			\$100,000	
	Building Cleaning			\$35,000	
	Trash Hauling			\$20,000	
	Cleaning/Building Supplies			\$20,000	
Security Service		Hourly	Hours		
		\$13.00	6,570	\$85,410	\$984,910
TOTAL EXPENSES					\$5,956,384
RESULT OF OPERATIONS					\$983,956

Mid-Size Theater								
		Capacity	Square Feet	Daily Rental Rates		Non-profit	For-profit	
COMPONENTS			60,000	Performance		\$500	\$1,000	
Average Capacity		700		Rehearsal		\$250	\$500	
ACTIVITY PROFILE	Event Days	Prep Days	Total	%Sold	Attendance	Ave Tix	Gross	Rental Income
Presented Events	20	5	25	66%	9,240	\$35	\$323,400	
Non-profit Rentals	75	30	105	66%	34,650	\$25	\$866,250	\$45,000
Commercial Rentals	20	10	30	66%	9,240	\$30	\$277,200	\$25,000
Corporate Rentals	10	5	15				\$-	\$12,500
Total	125	50	175		53,130		\$1,466,850	\$82,500
EARNED REVENUES								
		Ticket Sales		Sponsor/Event	Sponsorship			
Presenting Revenues		\$323,400		\$1,000	\$20,000		\$343,400	
Event Rentals		Non-profit Rentals				\$37,500		
		Commercial Rentals				\$37,500		\$75,000
		Net/Attender		Frequency				
Concessions		Presented Events		100%		\$65,835		
		Rental Events		60%		\$19,751		\$85,586
User Fees		Ticket Office		Gross Revenues		% of Gross		
		Non-profit Rentals		\$866,250		4%		
		Commercial Rentals		\$277,200		4%		\$11,088
		Technical Labor		Charge/Use Day		Use Days		
		Non-profit Rentals		\$400		105		
		Commercial Rentals		\$400		30		\$12,000
		Equipment Rental		Charge/Use Day		Use Days		
		Non-profit Rentals		\$300		105		\$31,500
		Commercial Rentals		\$400		30		\$12,000
		Security & Cleaning		Charge/Performance		Event Days		
		Non-profit Rentals		\$200		75		\$15,000
		Commercial Rentals		\$250		20		\$5,000
				% of Gross		Frequency		
Ticket Surcharge		5%		60%				
						\$44,006		
Total Earned Revenues						\$711,229		
OPERATING EXPENSES		% of Presenting Revenues						
Presenting Expenses		80%		\$274,720				
Administration		Personnel				\$80,000		
		Insurance and Bonding				\$20,000		
		Institutional Promotion				\$15,000		
		Printing & Publications				\$20,000		
		Office Equipment/Systems				\$10,000		
		Office Supplies/Services				\$15,000		
		Legal/Accounting/Professional Services/Temp Hire				\$20,000		
		Travel and Conferences				\$5,000		
		Entertainment, Receptions, Events				\$7,500		
		Dues, Memberships & Membership Development				\$10,000		
		Professional Development/Recruiting				\$15,000		
		Telephone				\$15,000		\$232,500
Ticket Office		Personnel				\$35,000		
		Network Maintenance				\$5,000		
		Miscellaneous				\$5,000		
		Cost/Attender						
		Postage		\$0.20		\$10,626		
		Ticket Printing		\$0.02		\$1,063		
		Supplies		\$0.04		\$2,125		
		Credit Card Fees		\$0.50		\$26,565		
		Ticketing Service (net)		\$0.03		\$1,594		\$86,973
Facility Operations		Personnel				\$45,000		
		Cost/Perf.		Use Days		Frequency		
		Stage Hands		\$400		175		60%
		Event Cleaning		\$75		175		60%
		House Staff		\$100		175		60%
		Cost/sf		SF				
		Utilities		\$1.50		60,000		\$90,000
		Repairs and Maintenance		\$0.40		60,000		\$24,000
		Service Contracts		\$0.25		60,000		\$15,000
		Equipment R&M						\$100,000
		Building Cleaning						\$35,000
		Trash Hauling						\$20,000
		Cleaning/Building Supplies						\$20,000
		Hourly		Hours				
		Security Service		\$13.00		6,570		\$85,410
								\$535,035
TOTAL EXPENSES						\$1,129,228		
ANNUAL FUNDING REQUIREMENT						\$(417,999)		

## Arts Facilities in the American Tobacco Project

Total Project Area (gsf)		30,000	Four-hour Rental Rates	
COMPONENTS	Capacity		Non-profit	For-profit
Flexible Theater	100		\$50	\$100
Rehearsal Studio #1	50		\$25	\$50
Rehearsal Studio #2	50		\$25	\$50
Rehearsal Studio #3	50		\$25	\$50
Classroom #1	25		\$13	\$25
Classroom #2	25		\$13	\$25

ACTIVITY PROFILE	ADF	School	Non-profit Groups	Commercial Groups	Total
Flexible Theater	30	30	30	30	120
Rehearsal Studio #1	60	60	60	60	240
Rehearsal Studio #2	60	60	60	60	240
Rehearsal Studio #3	60	60	60	60	240
Classroom #1	60	60	60	60	240
Classroom #2	60	60	60	60	240
Total	330	330	330	330	840

## EARNED REVENUES

		Non-profit Groups	Commercial Groups	Total	
Event Rentals	Flexible Theater	\$4,500	\$3,000	\$7,500	
	Rehearsal Studio #1	\$4,500	\$3,000	\$7,500	
	Rehearsal Studio #2	\$4,500	\$3,000	\$7,500	
	Rehearsal Studio #3	\$4,500	\$3,000	\$7,500	
	Classroom #1	\$2,250	\$1,500	\$3,750	
	Classroom #2	\$2,250	\$1,500	\$3,750	\$37,500
		<u>Net/Rental</u>	<u>Frequency</u>		
Concessions	Flexible Theater	\$50	60%	\$3,600	
	Rehearsal Studio #1	\$25	60%	\$3,600	
	Rehearsal Studio #2	\$25	60%	\$3,600	
	Rehearsal Studio #3	\$25	60%	\$3,600	
	Classroom #1	\$13	60%	\$1,800	
	Classroom #2	\$13	60%	\$1,800	\$18,000
User Fees	<i>Theater Ticket Office</i>	<u>Charge/Rental</u>	<u>Frequency</u>		
	Non-profit Rentals	\$75	60%	\$4,050	
	Commercial Rentals	\$100	60%	\$1,800	\$5,850
	<i>Theater Tech Labor</i>	<u>Charge/Rental</u>	<u>Frequency</u>		
	Non-profit Rentals	\$50	60%	\$2,700	
	Commercial Rentals	\$75	60%	\$1,350	\$4,050
		<u>Rent/sf</u>	<u>Rentable Space</u>		
Office and Support Space Rental		\$10	3,000		\$30,000
Total Earned Revenues					\$95,400

## OPERATING EXPENSES

Administration	Personnel			\$35,000	
	Insurance and Bonding			\$5,000	
	Office Equipment/Systems			\$2,500	
	Office Supplies/Services			\$2,500	
	Legal/Accounting/Professional Services/Temp Hire			\$5,000	
	Telephone			\$5,000	\$55,000
Ticket Office	Personnel			\$15,000	
	Network Maintenance			\$5,000	
	Miscellaneous			\$5,000	\$25,000
Facility Operations	Personnel			\$20,000	
	Stage Hands			\$20,000	
		<u>Cost/sf</u>	<u>SF</u>		
	Utilities	\$1.50	30,000	\$45,000	
	Repairs and Maintenance	\$0.40	30,000	\$12,000	
	Service Contracts	\$0.25	30,000	\$7,500	
	Equipment R&M			\$5,000	
	Building Cleaning			\$15,000	
	Trash Hauling			\$5,000	
	Cleaning/Building Supplies			\$2,500	\$132,000

## TOTAL EXPENSES

\$212,000

## ANNUAL FUNDING REQUIREMENT

\$(116,600)

## EARNED REVENUES/OPERATING EXPENSES

45%